



Naive: Modernism and Folklore in Contemporary Graphic Design

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Naïve documents the extraordinary renaissance of Classic Modernism, from the 1940s to 1960s, in contemporary graphic design. This compilation introduces a new wave of young designers who are rediscovering the stylistic elements reminiscent of classic graphic design such as silkscreen printing, classical typography, hand lettering, woodcutting and folk art and integrating them into their work. Inspired by 20th Century American legends such as Saul Bass, Charley Harper and Alexander Girard, the burgeoning designers and their work showcased this in this book are inspiring, ranging from illustrations, poster art, editorials, book covers and record sleeves to stationary and textiles.



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